SPORT ADMINISTRATION (MS)

Sport Administration On campus and Online

Program Director: Shawn O'Rourke
Faculty: Nicolas Lorgnier

Degree: Master of Science

Introduction

The master's degree program in sport administration provides graduate candidates with the skills needed to effectively manage a wide range of sport-related enterprises including intercollegiate athletics, amateur and professional sports, sport-marketing firms, special-event management, and facility management. It is designed for students who are currently in or plan to enter professional staff and management positions in the public and private sectors.

The sport administration program also includes a business management core of courses in accounting, economics, statistics and management offered in the AACSB-accredited M.B.A. program of the Richard J. Wehle School of Business.

Admission

Applicants must meet the general requirements for admission to graduate work in education. In addition, applicants must submit two letters of reference, a resume and a written essay describing their background in sport activities and career goals.

Curriculum

Program Details

Code	Title	Credits
Sport Administration Core		
MSA 520	Leadership in Sport	3
MSA 550	Strategic Sport Marketing	3
MSA 560	Moral and Ethics in Sport	3
MSA 611	Risk Management and Contract Negotiation	3
MSA 660	Sport Finance and Business	3
MSA 799	Internship in Sport Administration	6
Business Management Core		
ACC 505	Financial Accounting	3
ECO 503	Statistics for Managers with Excel	3
ECO 606	Managerial Economics	3
Specialization/Concentration Area		
Select any three electives:		9
MSA 530	Managing Sport Facilities	
MSA 565	Sport Communication	
MSA 621	Rule Compliance Intercollegiate Athletics	
MSA 631	Intercollegiate Athletics	
MSA 641	Professional Sport	
MSA 650	Special Events	
Total Credits		**39**

Online Sport Administration Curriculum

Code	Title	Credits
MSA 520	Leadership in Sport	3
MSA 550	Strategic Sport Marketing	3
MSA 560	Moral and Ethics in Sport	3
MSA 565	Sport Communication	3
MSA 611	Risk Management and Contract Negotiation	3
MSA 621 or MSA 530	Rule Compliance Intercollegiate Athletics Managing Sport Facilities	3
MSA 631	Intercollegiate Athletics	3
MSA 641	Professional Sport	3
MSA 660	Sport Finance and Business	3
MSA 799	Internship in Sport Administration	6
Total Credits		**33**

33 credits are required

Learning Goals and Objectives

Learning Goal 1 (Knowledge-Observed in Writing)

Candidates in the GR Sport Management programs will demonstrate content and professional knowledge necessary for successful performance in their field.

Students will:

- Demonstrate an understanding of the common principles of sport management; sport leadership; sport operations management; event and venue management; and sport governance.
- Demonstrate an understanding of the principles of finance, and the economics of sport as they fit into national and international economies.

Learning Goal 2 (Knowledge – Observed Skills and Dispositions)

Candidates in the GR Sport Management programs will demonstrate professional skills and dispositions necessary for successful performance in their field.

Students will:

- Demonstrate the ability to communicate with various public and professional audiences through written texts, oral discussions, and multi-media presentations.
- Demonstrate skill in the application of the basic principles of interpersonal and mass communications through interaction with internal and external sport publics.
- Demonstrate essential management and business related skills in the work place.
- Demonstrate skillful operation of technology and assessment related tools that may be applied to various sport management settings.

Learning Goal 3 (Service)

Candidates in the GR Sport Management programs will demonstrate willingness to use their skills to benefit and serve society. Within the contexts of their work, candidates promote authentic learning, social and emotional development, and a commitment to social justice in environments that foster respect for diversity and the dignity of all.

Students will:

- Demonstrate understanding of the critical social, psychological, and philosophical base issues of the sport environment.
- Demonstrate understanding of moral and ethical implications of sport policy and strategies.

Learning Goal 4 (Professionalism)

Candidates in the GR Sport Management program will demonstrate self-reflection as a habit of mind, continuously assessing and refining their professional practice as they construct a rich repertoire of research-based knowledge, skills, and attitudes for effective performance ensuring that all students and/or clients have optimal opportunities to learn and grow.

Students will:

- Learn to ask challenging, probing questions and seek thorough, well-rounded answers.
- Act with integrity and fairness to ensure a professional system of accountability for every student's academic and social success and will model principles of self-awareness, reflective practice, transparency, and ethical behavior.

Learning Goal 5 (Leadership)

Candidates in the graduate Sport Management programs will become adept at applying their acquired knowledge in the process of evaluating their own professional performance and decision-making with respect to its impact on students and/or clients, organizations, and wider community.

Students will:

- Demonstrate the ability to assume leadership roles in various professional settings and work effectively with diverse groups and organizations seeking to improve the performance of those they lead.
- Understand and can anticipate and assess emerging trends and initiatives in the sport environment.

Courses

MSA 520 Leadership in Sport **3 Credits**
This course will examine the concepts relating to efficient management and leadership of the sport industry. Emphasis will be placed on principles and techniques of management relating to programs, facilities, special events and personnel.
Offered: occasionally.

MSA 530 Managing Sport Facilities **3 Credits**
This course is designed to provide learning experiences in the administrative tasks of planning, managing, and operating various types of athletic facilities. Financial, legal, and safety issues relevant to operating facilities will be examined. In addition, management principles and concepts as they affect program selection and scheduling of sport and fitness facilities will also be examined.
Offered: occasionally.

MSA 550 Strategic Sport Marketing **3 Credits**
A study of marketing concepts with application to sport organizations. Topics include promotions and public relations, sport consumer behavior, strategic market planning, marketing information management, marketing communications, branding and sponsorship sales.
Offered: occasionally.

MSA 560 Moral and Ethics in Sport **3 Credits**
This course helps students establish a fundamental philosophy for sport in their personal and professional life. The course addresses the decision to be involved in sports in a professional capacity, the decisions that drive actions and decision-making in professional life and the formulation of a personal ethical code.
Offered: occasionally.

MSA 565 Sport Communication **3 Credits**
A study of basic knowledge and understanding of media relations in sport. Emphasis on building and managing an effective media relations program at the intercollegiate and professional levels. Examines news releases, home town features, contest management, press conferences, statistics and publications.
Offered: occasionally.

MSA 599 Independent Study **1-3 Credits**
Independent studies require an application and approval by associate dean.
Prerequisite: permission of the instructor, department chair, & associate dean.
Offered: occasionally.

MSA 611 Risk Management and Contract Negotiation **3 Credits**
This course is directed at understanding basic legal concepts in the sport setting. As a practical matter, the course will aid the student in recognizing how these legal concepts can be applied in the administration and management of sport programs, facilities and personnel.
Offered: occasionally.

MSA 621 Rule Compliance Intercollegiate Athletics **3 Credits**
This course will provide an overview of the NCAA's governance structure and legislative process, as well as the role of on-campus athletics compliance officers. Using case studies from the NCAA's major and secondary infractions database, students will examine each of the NCAA's operating bylaws: amateurism, recruiting, eligibility, financial aid, awards and benefits and playing and practice seasons. Students will learn how rules violations are investigated, reported and processed (and maybe even avoided), and how the role of the NCAA's enforcement staff and infractions committee impacts rules compliance in intercollegiate athletics.
Offered: occasionally.

MSA 631 Intercollegiate Athletics **3 Credits**
An introduction to the management of intercollegiate athletics and a review of the organizational structure of the intercollegiate athletic department, conferences and the NCAA. Analysis of prevailing issues in college athletics including financial trends, academic recruiting, legislation, conference realignment, reform and Title IX/gender equity.
Offered: occasionally.

MSA 641 Professional Sport **3 Credits**
This course is aimed at providing an overview of professional sports and their leagues, including organizational structure and the associated job market. The emphasis will be placed on sports outside of the four major leagues, such as the PGA, WNBA, LPGA, and NASCAR.
Offered: occasionally.

MSA 650 Special Events **3 Credits**
Overview of all elements involved in sport event management. Key components of the course include practical application at actual events and interaction with industry experts, as well as creation and implementation of a major class event to benefit a local charity. A strong emphasis is placed on coursework outside of the classroom environment.
Offered: occasionally.

MSA 660 Sport Finance and Business **3 Credits**
An overview of general business economics and financial principles. Topics include private and public sector funding, economic impact analysis, sponsorship, partnerships and fundraising related to sport and sport organizations.
Offered: occasionally.

MSA 798 Internship in Sport Administration **3 Credits**
Individually structured work-related independent research guided by a faculty/staff member. The goal is to integrate student's academic experience with that of the work place. Research report required.
Offered: occasionally.

MSA 799 Internship in Sport Administration **1-6 Credits**
Individually structured work-related independent research guided by a faculty/staff member. The goal is to integrate student's academic experience with that of the work place. Research report required.
Prerequisites: completion of all other required courses and the signature and approval of program director.
Offered: occasionally.